

ABSTRACT

An display apparatus arranged in a matrix having plural luminance modulation elements for modulating or do not modulating luminance depending upon application of a  
5 voltage of positive or reverse polarity,

having plural parallel scanning electrodes and plural parallel data electrodes, in which each luminance modulation element is disposed at an intersection between the scanning electrode and the data electrode, and

10 having first driving means connected to the scanning electrodes and outputting scanning pulses, and second driving means connected to the data electrodes,

wherein the scanning electrodes are grouped into those in a selected state applied with a scanning pulse and  
15 those other than described above in a non-selected state at a certain time point during the scanning period; the number of the scanning lines in the selected state is  $n_1$ ; the scanning lines in the non-selected state are grouped into non-selected state scanning lines at a high impedance state  
20 and non-selected state scanning lines at a low impedance state, the high impedance non-selected state scanning lines has higher impedance than the scanning lines in the selected state, and the low impedance non-selected state scanning lines has lower impedance than the high impedance  
25 non-selected state scanning lines; and the number of the

non-selected state scanning lines at the low impedance state  
is  $n_1 \times 2$  or more.